

'96 Mailing Costs

Mailing	Circulation	Unit Cost	Issues
April Coupon Mailing	300,000	\$0.83	Undergoing format changes. Steve spoke with Lisa late yesterday. This may be an envelope mailing and not a self mailer. 3rd Class.
Racing/Volume Mailing	250,000	\$2.35	We need to determine final quantity to nail this unit cost.
	500,000	\$1.99	Development is not an issue as all images are lifted from national mailing. We have asked for changes to the format and are hoping see a new comp on Monday 3/18. 3rd Class
	1,000,000	\$1.78	
Leather Mailing YAFS	250,000	\$1.37	Quantity yet to be determined.
	350,000	\$1.20	
Cookbook Mailing	250,000	\$2.30	John Wolf is unsure about where "comp development" is being covered for this mailing. Development is NOT in these unit costs.
	500,000	\$1.50	again, quantity yet to be determined.
	1,000,000	\$0.75	